

## ORDER



**Orders**  
**Order / Rev:** 711781 - 1  
**Alt Order #:** 06305511  
**Product Desc:** SODERBERG FOR SENATE  
**Estimate:** 583  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 09/06/12 / 10/17/12  
**Order Type:** Political

## WJXX-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Abar Hutton Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 6190 Grovedale Court Suite 200  
 Alexandria, VA 22310

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Florida Democratic Party  
**Demographic:** A25-54  
**Product Codes:** PL-State/Local,PL-US Senate  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	21	\$2,455.00	\$2,086.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	21	\$2,455.00	\$2,086.75	0.00
<b>Totals</b>	<b>21</b>	<b>\$2,455.00</b>	<b>\$2,086.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WJXX-TV	7%	\$2,455.00
Market	100%	\$35,071.43

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	7%	\$2,455.00
WCWJ	2%	\$701.43
WJXT	33%	\$11,573.57
WTEV	19%	\$6,663.57
WTLV	32%	\$11,222.86

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	WJXX	10/22/12	10/22/12	Mon Prime Other DWTS	CM	8-10p	M-----	:30	1	\$1,000.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WJXX	10/22/12-10/28/12		Mon Prime Other	8-10p		M-----	:30		<del>(\$1,000.00)</del>		0.00	NM		
Credited [CR]															
Totals														21	\$2,455.00